

FSC-54-A

February 8, 1994

TO ALL REGION OPERATIONS MANAGERS

Subject: Direct Account Order Guidelines

As a reminder, a fixed weekly product allocation/limit remains in effect for each of our direct buying customers relative to their recent buying patterns. (Military/Institutions excluded)

Listed below is clarification of exception order guidelines for direct buying customers that can be made only by RJR Field Sales Management.

Promotion Order #900

- Used only to support specific brand promotional needs created by RJR Field Sales, i.e., Camel Special Lts., Winston Select.
- Will not change the accounts future allocation of brand styles.
- No extra dating is allowed.

Promotion Order #950

- Used only for extra product needed for assembly with premium items and/or Buy-Some-Get-Some-Free promotion programs.
- Eligible for 14 days additional days dating, with final approval made by the customer's credit representative in Winston-Salem.
- Under no circumstances should Promotion 950 orders be used in conjunction with any other RJR promotion program.
- 950 orders will not change the account's future allocation of brand styles.

Note: Forsyth Tobacco private label brands can not be used against 900 or 950 orders.

One-time Exception Order

- Account needs product exceeding their weekly allocation due to a temporary increase of normal business.
- No promotion order designation required.
- Exception orders will not change the account's future allocation of brand styles.

The above order requirements can be made by contacting our Customer Services Department.

Permanent Allocation Adjustment

- Account consistently needs product exceeding their weekly allocation due to sustained increase in business, i.e., new retail accounts, shifts of business, etc.
- This will immediately change the account's allocation of brand styles.

Permanent allocation adjustments should be made by contacting either Luann Hamby at extension 3521 or Sue Wright at extension 3545 (Fax number 910-741-2156).

Should you have any questions about direct account exception guidelines, please call Fred Baumann at extension 7149.

R. J. REYNOLDS TOBACCO COMPANY

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